

South Columbia County Chamber of Commerce Semi-Annual Update

Date: February 7, 2023

Reporting for: Aug. 2022 – January 2023

Reporting on behalf of the Chamber:

Jak Massey, Member Relationship Manager



SEMI-ANNUAL MEMBERSHIP STATS

February 1, 2022 – 105 Active Members

August 1, 2022 – 114 Active Members

February 1, 2023 – 127 Active Members

GROWING OUR MEMBERSHIP!!

MEMBERSHIP STATUS - FEBRUARY 2022

Platinum Level – 13 Members

Gold Level – 12 Members

Silver Level – 33 Members

Bronze Level – 45 Members

Individual Level – 2 Member



MEMBERSHIP STATUS - FEBRUARY 2023

Platinum Level – 17 Members

Gold Level – 18 Members

Silver Level – 43 Members

Bronze Level – 45 Members

Individual Level – 4 Member

NETWORKING EVENTS

"Plus-One Promotion" Program is working, Members bring a guest – often guest joins the Chamber

Coffee & Commerce is highly requested and is booked months out

Happy Hour concept has changed:

- Now offering ALL members the opportunity to host (Chamber reports to OLCC for necessary Event Permits)
- Entry Fee of \$10 to attend provides 1 drink ticket, name entered in door prize drawing and appetizers
- Host is expected to provide appetizers, refreshments and a door prize
- Host often provides more than one door prize and other members can contribute items (for promotion)
- Due to Member feedback, we adjusted our event time to better accommodate Members work schedules
- Members who have not previously attended are now joining and attendance is consistently 30 or more

MARKETING AND COMMUNITY OUTREACH

Adjusted SCC Newsletter publication to one per month, with full list of events published at the beginning of each month and weekly SCC Bulletins or Special Announcements throughout the month to offer event reminders or other new activities not captured in publication released at the first of the month.

Created promotional brochure – used for new member promotion and good benefits refresher for members*

Plan to participating in upcoming St. Helens Citizens Day in the Park and Scappoose Adventure Fest

Plan to be involved with in Kiwanis Parade – for public use and Kiwanis Members prep materials site

Partnering with Columbia County Spotlight for promotional ad space

Truly enjoyed meeting members of the community during 2nd Annual Blvd Trick or Treat event

Use of Chamber window displays & regular Kiosk updates to provide Chamber activities and Member Events

Establishing schedule for weekly social media posts to expand promotion for all members

FB hacked in September, after 3 months of trying to get our page back (unsuccessfully) – started new page.

Black Friday Sale – 24 renewals and 10 new members took advantage of our 7-day membership discount

Community Room used several times a month for presentations, training and learning opportunities for all

2 personal goals for this year – **1)** create a Chamber advertisement jingle **2)** get Chamber back on local radio

MEMBER SUPPORT

Using Google Calendar invite to extend reminders to Members for networking and ribbon cutting events
Collaborating with Members offering creative event themes as a way to engage guests and increase participation
New Member Welcome Kits given at the Chamber is working well to offer full benefit review with building tour
Ribbon Cutting Events Monthly the third week of each month – booked months out
Encouraging Members to join forces – promoting the tag line “Prosperity Through Partnerships”

AMBASSADOR PROGRAM

Four Committees (Networking, Events, Marketing, Building Use) comprised of Board Members serving as Chair and/or Co-Chair and up to 5 additional Ambassadors on each Committee

Committees are meeting regularly and active with necessary tasks

BUILDING, CAPITAL IMPROVEMENTS AND PROPERTY UPKEEP

Building Use Committee collected quotes for building upgrades and repairs
Chamber Board considering grant opportunities for improvements and upgrades
The Promise Church offering to provide landscaping services within the parking strip
We plan to enter into another 2-year lease agreement for use of the additional office space

COMMUNITY INVOLVEMENT AND LEGISLATIVE UPDATES

Improving communications with Cities and County to share public announcements, surveys, and job postings
Reached out to City Council for City of Scappoose and Columbia City to begin providing Semi-Annual Updates
Hosted a Candidate Forum in September for Sheriff, House and Senate *Q&A* and *MEET & GREET*
Holiday Gift Shop was a “no go” unfortunately – competing with too many other bazaars and sales

THE ANNUAL AWARDS BANQUET IS BACK!!! *

“Celebration of Excellence” Event to be held on Friday, May 5th at the Buccini Hall, St. Helens
Live auction (Oregon Food & Fun items), Wine & Whiskey Wall (\$20 pull) and guest swag bags
Possibly a “Raise the Roof” paddle raise and InRoads photo booth
Anticipating nearly 300 guests, local business serving 3 course meal, no-host bar serving signature drinks
Several sponsor levels available for your consideration
11 awards being presented - On-Line Nominations open from Feb. 2nd- 28th and voting March 14th – 28th
(special nomination and voting links available via website, newsletter and FB)

* Bringing printed materials when presenting to City Council

ON BEHALF THE SCC CHAMBER OF COMMERCE BOARD OF DIRECTORS, THANK YOU FOR BEING A PLATINUM LEVEL MEMBER AND FOR INCLUDING US IN IN CITY ACTIVITIES AND EVENT OPPORTUNITIES

ANY QUESTIONS?